

# Unit 05: Business Writing in Action

Author: P. Wynn Norman

Professor @Saylor Foundation

Published 2014

# Create, Share, and Discover Online Quizzes.

QuizOver.com is an intuitive and powerful online quiz creator. [learn more](#)

Join QuizOver.com



## How to Analyze Stocks

By Yasser Ibrahim

1 month ago  
12 Responses

© iStock: Thomson Moter



## Pre Employment English

By Katharina jennifer N

5 months ago  
19 Responses

© iStock: Albin



## Lean Startup Quiz

By Yasser Ibrahim

2 months ago  
16 Responses

© iStock: Gekwiniel Olan

Powered by QuizOver.com

The Leading Online Quiz & Exam Creator

Create, Share and Discover Quizzes & Exams

<http://www.quizover.com>

## Disclaimer

All services and content of QuizOver.com are provided under QuizOver.com terms of use on an "as is" basis, without warranty of any kind, either expressed or implied, including, without limitation, warranties that the provided services and content are free of defects, merchantable, fit for a particular purpose or non-infringing.

The entire risk as to the quality and performance of the provided services and content is with you.

In no event shall QuizOver.com be liable for any damages whatsoever arising out of or in connection with the use or performance of the services.

Should any provided services and content prove defective in any respect, you (not the initial developer, author or any other contributor) assume the cost of any necessary servicing, repair or correction.

This disclaimer of warranty constitutes an essential part of these "terms of use".

No use of any services and content of QuizOver.com is authorized hereunder except under this disclaimer.

The detailed and up to date "terms of use" of QuizOver.com can be found under:

<http://www.QuizOver.com/public/termsOfUse.xhtml>

## eBook Content License

Dr. P. Wynn Norman. Corporate Communication (The Saylor Academy),  
<http://www.saylor.org/courses/bus210/>

### Creative Commons License

Attribution-NonCommercial-NoDerivs 3.0 Unported (CC BY-NC-ND 3.0)

<http://creativecommons.org/licenses/by-nc-nd/3.0/>

You are free to:

Share: copy and redistribute the material in any medium or format

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

**Attribution:** You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

**NonCommercial:** You may not use the material for commercial purposes.

**NoDerivatives:** If you remix, transform, or build upon the material, you may not distribute the modified material.

**No additional restrictions:** You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

# Table of Contents

Quiz Permalink: <http://www.quizover.com/question/unit-05-business-writing-in-action-by-p-wynn-norman-south-university>

Author Profile: <http://www.quizover.com/user/profile/p-wynn.norman>

## 1. Unit 05: Business Writing in Action

## 4. Chapter: Unit 05: Business Writing in Action

### 1. Unit 05: Business Writing in Action Questions

#### 4.1.1. Because you are an expert in your field, you post technical advice ...

Author: P. Wynn Norman

Because you are an expert in your field, you post technical advice and offer solutions to common problems in online forums. These efforts help you promote your business very effectively, but you have competitors who also post, and one of them frequently criticizes your advice. Which of the following would be more damaging than helpful, because it would reflect poor netiquette?

Please choose only one answer:

- Include your credentials in your signature, so readers can judge for themselves.
- Point out the competitor's spelling errors and poor grammar.
- Engage the competitor in a discussion on the solutions criticized.
- Contact the forum moderator to get the competitor to post in a more neutral manner.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Because you are an expert in your field P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/because-you-are-an-expert-in-your-field-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/because-you-are-an-expert-in-your-field-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.2. If your skills, experience, education, and accomplishments are the ...

Author: P. Wynn Norman

If your skills, experience, education, and accomplishments are the perfect fit for a specific job opening, which would be the BEST type of résumé to submit?

Please choose only one answer:

- Reverse chronological
- Functional
- Targeted
- Scannable
- Combination

Check the answer of this question online at QuizOver.com:

Question: [If your skills experience education and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-your-skills-experience-education-and-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-your-skills-experience-education-and-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. In the sample sales message found below, which sales strategy is us...

Author: P. Wynn Norman

In the sample sales message found below, which sales strategy is used to draw the reader into the letter?

ERROR: Infinite table loop

Please choose only one answer:

- Start with your greatest benefit.
- Lead with emotion and then follow with reason.
- Take baby steps.
- Make them remember and then make the sale.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In the sample sales message found below P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-sample-sales-message-found-below-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-the-sample-sales-message-found-below-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.4. Juanita's business donated the prize that would be awarded to the w...

Author: P. Wynn Norman

Juanita's business donated the prize that would be awarded to the winner of fundraising drawing. In exchange for her donation, Juanita received the e-mail and regular mail addresses of everyone who entered the drawing. This is a typical exchange which businesses participate in to expand their mailing lists, which is why Juanita is putting together an e-mail to everyone who entered the drawing, informing them of the availability of more products like the one awarded in the drawing. However, since this e-mail is not expected by its recipients, what should Juanita communicate in the first paragraph of the message?

Please choose only one answer:

- A description of the product
- An attention-getting sales pitch
- Regret that the recipient did not win the drawing
- A statement in the e-mail's subject line that places the subject in a context that the recipient will recognize
- A statement thanking recipients for their interest in the product

Check the answer of this question online at QuizOver.com:

Question: [Juanita's business donated the prize that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/juanita-s-business-donated-the-prize-that-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/juanita-s-business-donated-the-prize-that-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.5. Kristof was recently laid off after having worked for the same comp...

Author: P. Wynn Norman

Kristof was recently laid off after having worked for the same company for 18 years. He is highly skilled and very experienced, but he never received any formal education in his career field. What type of résumé would probably suit Kristof's traits best?

Please choose only one answer:

- Reverse chronological
- Functional
- Combination
- Both A or B
- Both A or C

Check the answer of this question online at QuizOver.com:

Question: [Kristof was recently laid off after having P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/kristof-was-recently-laid-off-after-having-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/kristof-was-recently-laid-off-after-having-p-wynn-norman-south?pdf=1509>

#### 4.1.6. Marietta is seeking a job as an assistant manager or manager trainee...

Author: P. Wynn Norman

Marietta is seeking a job as an assistant manager or manager trainee. She wants to work for a company that has many offices throughout the country, because she likes to travel. As a result, she focuses on uploading her résumé to online job boards where large companies post their open positions. Which type of résumé should Marietta create?

Please choose only one answer:

- Functional
- Targeted
- Scannable
- Chronological
- Combination

Check the answer of this question online at QuizOver.com:

Question: [Marietta is seeking a job as an assistant P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/marietta-is-seeking-a-job-as-an-assistant-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marietta-is-seeking-a-job-as-an-assistant-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.7. Prosecutors rely on reports from experts to make decisions about th...

Author: P. Wynn Norman

Prosecutors rely on reports from experts to make decisions about the evidence the prosecution will use to convict criminals. Most of the experts have training prosecutors lack that enable them to evaluate artifacts from crime scenes. As a result, which type of report do prosecutors expect to receive from crime scene experts?

Please choose only one answer:

- Analytical
- Critical
- Informative
- Persuasive
- Comprehensive

Check the answer of this question online at QuizOver.com:

Question: [Prosecutors rely on reports from experts P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/prosecutors-rely-on-reports-from-experts-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/prosecutors-rely-on-reports-from-experts-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.8. The "To:" field of an e-mail usually includes the intended recipien...

Author: P. Wynn Norman

The "To:" field of an e-mail usually includes the intended recipient's name or some other identifier, so why is it necessary to also include a proper salutation in a business e-mail?

Please choose only one answer:

- To tell the recipient what the message is about
- To get a return receipt so you know the e-mail was read
- To make sure the recipient knows who sent the e-mail
- To indicate even before the recipient opens the e-mail that the message will be courteous and professional
- To demonstrate respect and avoid mix-ups in case the message is sent to the wrong person

Check the answer of this question online at QuizOver.com:

Question: [The To: field of an e-mail usually includes P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/the-to-field-of-an-e-mail-usually-includes-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-to-field-of-an-e-mail-usually-includes-p-wynn-south-university?pdf=1509>

#### 4.1.9. What does "mirroring the employer's language" mean with respect to ...

Author: P. Wynn Norman

What does "mirroring the employer's language" mean with respect to developing a résumé?

Please choose only one answer:

- Evaluate the writing level of the job description and make sure you write at or above it.
- Use the same words and phrases from the job description in your résumé.
- Copy verbatim each line in the position announcement that describes desired qualifications and then immediately afterward indicate how you meet those qualifications.
- Cover the same topics that the position announcement covers, except in reverse order.
- Include a key word list that mirrors the keywords in the job description.

Check the answer of this question online at QuizOver.com:

Question: [What does mirroring the employer's language P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-does-mirroring-the-employer-s-language-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-does-mirroring-the-employer-s-language-p-wynn-south-university?pdf=1509>

#### 4.1.10. What is the main difference between a report and a proposal?

Author: P. Wynn Norman

What is the main difference between a report and a proposal?

Please choose only one answer:

- A report is informative; a proposal is persuasive.
- A report is analytical; a proposal is narrative.
- A report is solicited; a proposal is unsolicited.
- A report is brief; a proposal is lengthy.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the main difference between a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-main-difference-between-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-main-difference-between-a-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.11. What is the most problematic weakness in the memo shown below?

Author: P. Wynn Norman

What is the most problematic weakness in the memo shown below?

### MEMORANDUM

**TO:** All Account Supervisors  
**FROM:** Emilio Corona, Promotional Manager  
**SUBJECT:** Federal Communication Commission  
**DATE:** July 7, 2011

---

This week, the FCC met to discuss new ownership rules that might affect our sponsor and thus our ability to use the promotional items we've developed. Specifically, it may be necessary to discontinue using the monogrammed diaries we give to our anniversary honorees.

Please be aware that if our sponsor is forced to divest itself of some of its media holdings, we will be unable to show the diaries in our public service announcements or at least not until we locate a substitute or revamp our sponsorship contract.

Until we know how the FCC rules, we will continue to display the diaries, but we will not include any images of them in the direct mail campaign because those materials will be printed before the ruling is announced.

Please choose only one answer:

- Its format is indirect.
- Its tone is informal.
- It does not emphasize the subject.
- It is not audience oriented.
- It is not objective.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is the most problematic weakness in P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-problematic-weakness-in-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-problematic-weakness-in-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.12. What is the relationship between the memo shown below and the infor...

Author: P. Wynn Norman

What is the relationship between the memo shown below and the informal communication networks within the organization?

### MEMORANDUM

**TO:** All Account Supervisors  
**FROM:** Emilio Corona, Promotional Manager  
**SUBJECT:** Federal Communication Commission  
**DATE:** July 7, 2011

---

This week, the FCC met to discuss new ownership rules that might affect our sponsor and thus our ability to use the promotional items we've developed. Specifically, it may be necessary to discontinue using the monogrammed diaries we give to our anniversary honorees.

Please be aware that if our sponsor is forced to divest itself of some of its media holdings, we will be unable to show the diaries in our public service announcements or at least not until we locate a substitute or revamp our sponsorship contract.

Until we know how the FCC rules, we will continue to display the diaries, but we will not include any images of them in the direct mail campaign because those materials will be printed before the ruling is announced.

Please choose only one answer:

- Because it is in writing, the memo can keep the network from growing.
- Because everyone gets the same message, the memo keeps the network from spreading rumors.
- Because it contains many details, the memo is the best way to keep the entire network informed.
- Because it can be both informative and persuasive, the memo helps management keep the network focused.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the relationship between the memo P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-relationship-between-the-memo-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-relationship-between-the-memo-p-wynn-norman-south-corporat?pdf=1509>

#### 4.1.13. When is it appropriate to use reply-all in an e-mail?

Author: P. Wynn Norman

When is it appropriate to use reply-all in an e-mail?

Please choose only one answer:

- When you are not sure who sent the original
- Whenever an e-mail is sent to a group of people simultaneously
- When your response is relevant to everyone who received the original message
- When you want to introduce a new idea
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When is it appropriate to use reply-all P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-is-it-appropriate-to-use-reply-all-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-is-it-appropriate-to-use-reply-all-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.14. Which of the following traits can reduce the effectiveness of busin...

Author: P. Wynn Norman

Which of the following traits can reduce the effectiveness of business e-mails?

Please choose only one answer:

- Using lengthy, detailed paragraphs
- Using a salutation, such as "Dear Mr. Horner"
- Mentioning that an attachment accompanies the e-mail in the text of the e-mail
- Using bullets to emphasize lists
- Waiting before responding if the topic is an emotional one

Check the answer of this question online at QuizOver.com:

Question: [Which of the following traits can reduce P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-traits-can-reduce-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-traits-can-reduce-p-wynn-norman-south-corporate?pdf=1509>

#### 4.1.15. Which type of résumé would you choose if your qualifications and ex...

Author: P. Wynn Norman

Which type of résumé would you choose if your qualifications and experience are an exceptional match for a very specialized position?

Please choose only one answer:

- Reverse chronological
- Functional
- Targeted
- Scannable
- Combination

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which type of résumé would you choose if P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-type-of-resume-would-you-choose-if-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-type-of-resume-would-you-choose-if-p-wynn-norman-south-corporate?pdf=1509>